



WTIC-TV

ORDER

Print Date 10/10/12

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Flight Dates 10/06/12-10/19/12

Contract / Revision 396870 /

Original Date / Revision
10/10/12 10/10/12

Advertiser Senate Majority PAC

Agency Waterfront Strategies

Buying Contact

3050 K St NW
Suite 100
Washington, DC 20007Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product
SENATE MAJORITY PAC

Agency Com 15%

Billing Contact
3050 K St NW
Suite 100
Washington, DC 20007Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # 1986

Alt Order # 06364663

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Order Share 15% Market Value 368666

Competing Station	% of Order	Amount
2WCCT	1%	3686
3WFSB	40%	147466
4WVIT	17%	62673
5WTNH	27%	99540
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	54	\$47,005.00	\$55,300.00	0.00	10/01/12	10/19/12	54	\$47,005.00	\$55,300.00
Totals	54	\$47,005.00	\$55,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/08/12	10/19/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTWTF--	:30	5	\$200.00	02	0.00	NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5			\$200.00			0.00			
		Week: 10/15/12	10/21/12	MTWTF--		2			\$200.00			0.00			
E 2	61	10/08/12	10/19/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	MTWTF--	:30	5	\$1,800.00	02	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5			\$1,800.00			0.00			
		Week: 10/15/12	10/21/12	MTWTF--		1			\$1,800.00			0.00			
E 3	61	10/08/12	10/19/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	MTWTF--	:30	5	\$200.00	02	0.00	NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5			\$200.00			0.00			
		Week: 10/15/12	10/21/12	MTWTF--		2			\$200.00			0.00			
E 4	61	10/08/12	10/19/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	5	\$300.00	02	0.00	NM	7	\$2,100.00



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Contract / Revision **396870** Flight Dates **10/06/12-10/19/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:15:00

Advertiser **Senate Majority PAC**Product **SENATE MAJORITY PAC**Estimate # **1986**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	61	10/08/12	10/19/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	5	\$300.00	02	0.00 NM	7	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					5	\$300.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					2	\$300.00		0.00		
E 5	61	10/08/12	10/19/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	1	\$425.00	02	0.00 NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					1	\$425.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					1	\$425.00		0.00		
E 6	61	10/08/12	10/19/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	MTWTF--	:30	5	\$650.00	02	0.00 NM	7	\$4,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					5	\$650.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					2	\$650.00		0.00		
E 7	61	10/08/12	10/19/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	1	\$1,000.00	02	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					1	\$1,000.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					1	\$1,000.00		0.00		
E 8	61	10/08/12	10/19/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	5	\$400.00	02	0.00 NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					5	\$400.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					2	\$400.00		0.00		
E 9	61	10/08/12	10/12/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	1	\$1,300.00	02	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					1	\$1,300.00		0.00		
E 10	61	10/06/12	10/13/12	College FB Erly Game(FCM College FB Erly Game(FC	CM	3p-7p	-----1-	:30	1	\$300.00	02	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----1-					1	\$300.00		0.00		
Week:		10/08/12	10/14/12	-----1-					1	\$300.00		0.00		
E 11	61	10/14/12	10/14/12	NFL on FOX Late Giants:Sun 4p-8p	CM	4p-730p	-----1	:30	1	\$10,000.00	01	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----1					1	\$10,000.00		0.00		
E 12	61	10/06/12	10/06/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$1,300.00	02	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----1-					1	\$1,300.00		0.00		
E 13	61	10/07/12	10/07/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$200.00	02	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----1					1	\$200.00		0.00		
E 14	61	10/11/12	10/11/12	Thur Prime A X-Factor	CM	8p-9p	---1---	:30	1	\$6,000.00	02	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	---1---					1	\$6,000.00		0.00		
E 15	61	10/10/12	10/10/12	Wed Prime Rotator X-Factor	CM	8p-10p	--1----	:30	1	\$6,000.00	02	0.00 NM	1	\$6,000.00



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														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	61	10/10/12	10/10/12	Wed Prime Rotator X-Factor	CM	8p-10p	-- 1----	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----					1	\$6,000.00		0.00			
N 16	61	10/11/12	10/11/12	Weekday Access Senatorial Debate	CM	7p-8p	--- 1---	:30	1	\$4,000.00	02	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--- 1---					1	\$4,000.00		0.00			
														Totals	54 \$55,300.00